  
**RADIO JOCKEYING AND NEWS READING**  
**(BAJMC-208)**  
**Unit – 3**  
**Voice Personality and Presentation Techniques**  
by  
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**2023**

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**Unit 3- Chapter 1**

**Voice Qualifiers & Speech Personality**

- Describe various voice qualifiers
- Explain how to develop a speech personality

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**Introduction**

- Radio is an attractive medium among the various mass communication media because of its special characteristics.
- Radio is a sound medium.
- It doesn't have any visuals.
- While producing the programs for radio it is important to keep in mind that we have to create visuals through sounds only.
- Sound includes spoken words, music, sound effects and silence (pause).
- Including these elements of voicing, radio needs some specific skills in such a way which could easily understand by its audience.
- This can be achieved by using simple familiar words and expressions as used in daily conversation by the people.

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 **Process of Voice Production in Human Body**

- We as a human are unique in our use of mouth, teeth, tongue, lips, jaw, throat, nose, vocal cord and other movable part of the speech mechanism.
- The first act of speech is breathing, in which we inhale air into a storage chamber.
- Second is phonation, the process by which we force air into vibration by the action of the vocal folds.
- Third is resonance, in which our mouth, nose and throat cavities amplify the sound so the other person can hear it.
- Finally there is articulation, in which we modify the sound by movement of the teeth, tongue, and lips into the recognizable patterns.

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 **Voice Qualifiers**

- Radio concerns with the quality of voice of a voice artist.
- The voice artist could be of any form such as anchor, announcer, radio jockey, voiceover artist, dubbing artist, drama/play artist, news-reader, public speaker etc.
- Presentation of their content may be different but some basic voice qualifiers are essential for all the voice artists.
  - Pronunciation
  - Diction
  - Accent
  - Pitch
  - Pace
  - Modulation

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 **Voice Qualifiers**

**Pronunciation**

- Pronunciation refers to the ability to use the correct stress, rhythm and intonation of a word in a spoken language.
- Pronunciation is the act of producing the sounds of speech, including articulation, stress and rhythm often with reference to some standard of correctness or acceptability.
- In pronunciation voice artist can change the sounds of words by using, stress, rhythm and tone of the word.
- In brief pronunciation is the way in which the words of a language are made to sound when speaking.

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Voice Qualifiers

**Diction**

- Diction is a saying expression of word. Diction is usually judged with reference to the prevailing standards of proper speech and is seen as the mark of quality of the voice artist.
- Diction refers to the speaker's distinctive vocabulary choices and style of expression in the speech.
- Diction involves an accurate, appropriate, and understandable selection of words to better convey the meaning of speech.
- Diction is an art of speaking so that each word is clearly heard and understood to its fullest complexity and extremity, and concerns pronunciation and tone.
- Diction is usually judged with reference to the prevailing standards of proper speech and is seen as the mark of quality of the voice artist.

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Voice Qualifiers

**Accent**

- Accent is an identifiable style of pronunciation. Someone who speaks with a particular accent pronounces the words of a language in a distinctive way that show the country, region, social class or community of the speaker.

**Pitch**

- Pitch in speech, the relative highness or lowness of a tone as perceived by the ear, which depends on the number of vibrations per second produced by the vocal cords.

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Voice Qualifiers

**Pace**

- In speaking, Pace is the rate of words delivered per minute.
- Generally in friendly conversation the approximate rate is 110 -150 words per minute. But in certain situation such as during commentary of an event or game or playing some role in drama etc.
- some professional speakers or voice artists can deliver up to 145-160 words per minute.

**Modulation**

- Modulation of voice means moving the pitch up and down. When we control or adjust our voice, like when we higher to lower the voice to whisper in order to make what we are saying more dramatic and mysterious.

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 **Qualities Of A Good Voice Artist**

- First of all we have to break a myth that a heavy voice is a very good voice.
- Always upon receiving the final script, the director, producer and the sound engineer decide on the voices to be used.
- For Programmes such as 'discovery' where a narrator takes the whole programs you tend to listen heavy voices as they tend to portray authority, command in their speech.

1. **Good command over the language:** You should know what does it mean and how that word is spoken (right way of pronunciation)
2. **The fluency in speech:** You should be able to read and speak it fluently without any stammer (hum and haw), hesitate, or stutter.
3. **Clarity in diction:** You should know the correct form of spoken language of the particular region.

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 **Qualities Of A Good Voice Artist**

4. **Nasal voice:** Touch the sides of your nose when you speak.
  - If it vibrates, too much air is passing through the nose, making speaker sound whiny and immature, causing a nasal quality to your speech.
  - To overcome this problem, open your jaws wide enough. Move the voice forward, practice saying 'right' or 'really'.
5. **Proper modulation and pitching:** Some persons have too high or too low pitch which affects the ability to put emotions in to it.
  - High voices sound too emotional while low voice sounds too boring.
  - Both can damage vocal cords. To find proper pitch, stand, put finger under breastbone.
  - Press gently with staccato (disconnected) movement and say "umm-hmm" with lips closed.

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 **Qualities Of A Good Voice Artist**

6. **Authoritative:** Voices without authority often lack projection and inflection.
  - Rising intonations at end of sentences make strong statements sound like questions.
  - To enhance projection, bearing down and out with abdominal muscles and increase inflection.
  - Don't end strong statements with vocal question marks.
7. **Pace of the voice (Too fast or too slow):** Fast talkers seem nervous, and uncertain, sometimes conveying a sense of indifference.
  - Slow talkers look and sound a little dull. They're perceived as having no energy, no initiative.
  - Do practice taking in a breath and holding it.
  - While exhaling, say "Hello, how are you?" Draw out each vowel for about two seconds

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 **Qualities Of A Good Voice Artist**

**8. Ideal Voice:** The best voices share several characteristics. They show warmth and enthusiasm and have a lot of inflection.

- Voice improvement doesn't mean taking on someone else's voice, but change the way they use their voices.
- Nor is voice improvement only a matter of mastering mechanical exercises and correct breathing.
- Voice problems are often tied in with voice image, which in turn reflects self-image and self-esteem.
- Adjusting to New Sound Changing the voice can be done in a single session. But changing the image itself may take much longer.
- Even those with a healthy voice image may need to adjust to a new sound. Often, they think they're speaking too loudly or too forcefully, assurances to the contrary.

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 **Qualities Of A Good Voice Artist**

**9. Delivery of voice:** The most important aspect in delivery of voice is to analyze and understand the script completely.

- Unless you understand each sentence of the script you cannot give justice to it.
- Learn on breathing techniques, techniques of improving your voices, increase voice stamina, exercises for the throat and delivery.
- Try to observe voicing in different kind of documentaries and programs and then practice the same scripts
- Try to spend some time in observing Voice artistes in sound studios.
- Always spend at least 15-20 min in script reading
- Record your voice and compare with previous samples you have recorded and improve it.

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 **Voice Improvement Tactics**

- Voice is God Gifted, yes it true and fact, but it can be trained, this also a fact.
- Nobody is a born singer or narrator or voice artiste, yes he/she may have a sweet, melodious voice by birth but still his/her voice needs to be trained enough to modulate, variate and able to perform professionally for required time.

- Riyaz
- Diaphragm Exercise
- Singasana
- Bhramri Pranayam
- Ujjhayani Pranayam
- Yoga
- Script Practice

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 **Change In Food Habits**

- Stay away from very cold things, beverages, aerated waters, chocolates, pickles, chillies and anything very sour.
- Chocolates, Toffees and other paste like things form a layer on your tonsils, exposing it to infections.
- Remember brush your teeth before sleeping. Try to gargle your throat by simple Ayurvedic Gargle Concentrate, diluted in warm water before going to bed every day.
- This would minimize any chances for infection while you are in sleep.

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 **Change In Food Habits**

- Do not shout that make your vocal chords vibrate so harshly that can be damaged.
- Regarding taking something orally you can keep one green cardamom and some 'Mishri' in your mouth for some time.
- 'Mulethi' is also said to be very good for the throat and making the voice smooth.
- Mulethi in the form of tablet 'yashthimadhurika vati' is also available in India.

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 **Unit 3- Chapter 2**

**Radio Jockey  
Techniques and Style**

- Radio Jockey: Introduction
- Essentials for the Radio Jockey
- Skills for the Radio Jockey
- Career Options for the Radio Jockey

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Introduction

- The radio boom was seen in the form of transformation from AM (amplitude modulation) channels to FM (frequency modulation) channels - witnessed a new industry rising.
- This gave opportunity to various private players such as Radio Mirchi, Radio Mid-Day, Red FM, Radio City etc.
- As a result, there has been resurgence in the popularity of FM channels.
- This FM boom has thrown open a number of avenues, opportunities to energetic and enthusiastic youths, who have an ear for music and a passion to entertain.

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Introduction

- Since the advent of FM channels the Radio Announcer suddenly being referred as Radio Jockey or RJ.
- These days a RJ not only plays a part of the navigator but his/her main aim is to entertain the listeners and simultaneously provides regular online information.
- Every successful RJ has its own style of communicating.
- A sweet, mid to heavy voice is considered suitable for broadcasting but moreover it is RJ's own aptitude, overall confidence, personality to deliver all of it through his voice.
- The profession of Radio Jockeying has just taken off in India and the demand for Radio Jockeys is likely to shoot up in the coming years as a number of new FM channels are proposed.

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Introduction

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 **Radio Jockey - Introduction**

- A Radio Jockey or a RJ is a person who hosts a talk show on radio.
- He/she hosts the show, reads the script, plays the music and audio advertisement at specific intervals, raises topics of concern, des These days a RJ not only plays a part of the navigator but his/her main aim is to entertain the listeners and simultaneously provides regular information and interacts with callers and listeners via telephone, social media and SMSs.
- RJ is a personality who has an on-air position in radio broadcasting.
- These days a RJ not only plays a part of the navigator but his/her main aim is to entertain the listeners and simultaneously provides regular online information

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 **Essentials For The Radio Jockey**

- Radio Jockeying is a specialized and skillful profession.
- Specialization and skill come up with experience or better listen to experienced RJs how they tackle the issues.
- Their professionalism, their relationship with listeners, flow they are speaking, the way of interaction and so on.
- Also note how they interact live with listeners, how do they tackle some awkward queries or comments from callers.
- S/He should be ready to face that and cover up in style quickly by changing the topic or by taking a break or playing a song.
- Mostly the telephone callers are briefed before for a minute or so before they come on live, this gets an idea of the caller

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 **Essentials For The Radio Jockey**

1. **Be yourself:** Create your own image. Don't try to imitate anyone. Be clear about your likes and dislikes.
2. **Be original and have your own style:** Do not be artificial in front of the microphone.
  - This is because if you will fake, it will not help you for too long but one day your station will lose credibility, authenticity as fake things does not last for long.
  - So be realist, show what you are in actual.
3. **Talk one to one:** A Radio jockey should converse in such a way that one who is listening to him should feel as if the RJ is talking only to him.
  - That means RJ should not address the masses but to a single person.

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 **Essentials For The Radio Jockey**

**4. Get to the meat of the link:** RJ should have an ability to convey his thoughts or whatever he wants to say in minimum words that too impressively.

- He should be able to paint a picture before the audience with his words.

**5. Music:** RJ is all about music.

- Thus, Intensive knowledge of music is precondition to be a good RJ

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 **Essentials For The Radio Jockey**

**6. Personality:** RJ should carry cheerful personality and should be young from heart.

- The language he speaks is very normal but tries to spice it up so that what he presents comes out differently and sounds interesting to the listeners.
- The foremost condition of RJ nature is hanging your shyness, embarrassment, inhibition and reserve nature in your wardrobe.
- Simply come out of it and make yourself open.

**7. Voice:** Modulating voice should be your style of speaking. Monotones speech in single flow without any ups and downs will make you to lose your audience.

- So sound different every time. A friendly and interesting voice is a necessary attribute, but not an all-sufficient one. Research your own script and break it into interesting modules.

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 **Essentials For The Radio Jockey**

**8. Resource:** Radio jockeying is not only garrulous and whimsical remarks.

- So be resourceful about the information that people generally missed.
- It is about delivering important news and keeps people well informed for the happenings. So always be resourceful.

**9. Be creative:** Having a creative approach is must. How and in what manner can you bring forth the innovation is the vital part of being a radio jockey.

- If there will be no creativeness, listeners will give your program a farewell.
- So try and bring novelty each day, whatever you do.

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 **Essentials For The Radio Jockey**

**10. Friendly Nature:** The listeners should be able to relate to you. Try to be one among them and always be a friend so that they can relate to you.

- You need to listen to somebody who is a friend of us.
- Be like how kids talk in schools and guys talk in colleges, how friends talk when they are going out to eat or drink.
- A RJ should be able to create bond with the listener, should be friendly, spontaneous, warm, and have a good voice.
- Youngsters are preferred as they have new ideas and concepts and are bubbling with enthusiasm.
- A radio jockey must have good voice with perfect modulation, diction and clarity while speaking 'on-air'.

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 **Essentials For The Radio Jockey**

**11. Focused approach:** As whatever you will do, be presented to the listeners and the listeners will hear what you have prepared.

- So make sure you do not distract and lose your listeners by deviating from the path you have chosen.
- Just focus on the link you are going to speak in front of the mike and for your listeners.

**12. Good sense of humor:** Lifeline of radio chatting is humor. Jokes or mimicry helps you further.

- Saying something witty and very direct way to say will leave a mark on your audience.
- Do something that's normal and at the same time that has not been done in radio before.

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 **Essentials For The Radio Jockey**

**13. Knowledge and awareness is must:** As most of the Indian population caters to radio for almost all sorts of information.

- It must be kept in mind by the RJ that he is up to date regarding the information, current affairs and the general awareness.

**14. Good and fluent speaker:** One must also have full fluency in speaking.

- An RJ must not fumble while speaking. Clarity of speech and delivering the message should not be ignored.
- Only a good and fluent speaker is demanded by the listeners of radio.

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 **Essentials For The Radio Jockey**

**15. Command over the languages:** One must also have perfect command over languages like Punjabi, English, Hindi or any depending on the region where the radio station is located.

- If your listeners are Punjabi, then speak in Punjabi because if you will speak in English, they obviously will not understand all what you are speaking.

**16. Confidence is a key to succeed:** Be confident in what you do. Having a good script in front but no confidence to speak that in the microphone will do no good for you.

- So, be confident in what you say as it goes on air.

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 **Essentials For The Radio Jockey**

**17. One must be flexible and adaptable:** It means that if any emergency arises and you have to report immediately to your listeners, then you should have that skill of adapting yourself to that time in such a manner that the listeners do not feel detached while listening.

**18. Listen to radio maximum time:** Listening to radio will do half good for you because only reading in books or doing any theoretical course relating it will be of no use. Make your own effort and work hard of your own.

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 **Essentials For The Radio Jockey**

**19. Openness is needed:** An RJ needs to be open in his or her ideas.

- RJ should be straight forward. If he or she will hide anything, people will not believe him or her the next time and it will affect your performance and credibility.
- So to prevent all this, just be open. Put before the listeners a clear picture of all what is happening or happened in the near past.

**20. Try and talk on the current topic:** Do not take up the topic from extreme past, unless it is required to relate with your present.

- Try and focus on the current event, daily happenings and so on. Talking about the on the spot matter, you will be able to attract more listeners towards your program

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 **Essentials For The Radio Jockey**

**21. Have full control of yourself and always remain calm:** The RJ's tend to ask their listeners to indulge in all what they do and in case any person answers rudely, do not be impatient instead be calm and peaceful.

- In such situations, you need to behave calmly with your caller.
- So learn to have control on your anger be cool.

**22. Be accurate and precise:** Along with that also be precise in what you say because long and lengthy things lose interest immediately and creates void like situation for the listeners.

- Just be short and crisp so as to give the listeners your best.

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 **Essentials For The Radio Jockey**

**23. Admit when you make mistake and be down to earth:** Being down to earth is must because if you make a mistake and do not admit it, you may get fired at the end.

- So to prevent this, just admit if you make a mistake, no matter how big or small it is.
- You can admit it on air by apologizing in some creative manner.
- This will help make you a good, trust worthy and listener friendly RJ.

**24. Add funny element to your links:** Not always being simple and serious is required rather add some fun element in what you say.

- Say it with some style and uniqueness as it will add value to what you say and ultimately will help build your goodwill.
- Sometimes try and change your voice and speak, or mimic someone through voice, or anything that you like to do.

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 **Essentials For The Radio Jockey**

**25. Do not use technical jargon while speaking:** If RJ will make use of all the technical words, all the listeners will throw away their radio sets in anger as it will not help them anyway, neither in entertaining themselves nor in educating and so on.

- So be simple. Speak in a manner as you are conversing with someone.
- Use regular words, slang, funny words so as to make your program effective and attractive enough.

**26. Bring magic in what you speak:** It is all about your magical voice.

- You think that you are speaking to none but in actual whole world out there may be listening with attentive ears to what you say or convey to them.

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 **Essentials For The Radio Jockey**

**27. Punctuality:** If your program goes late on air, the listeners may think of program not being run for the rest of the coming day.

- People may create such sort of notion towards you within one day.
- So be on time, start your work accordingly and let your listeners wait for your program to get on air.
- This way you will also feel happy and the listeners will also feel good towards your program.

**28. Connectivity:** It is about connecting yourself with audience by way of communication.

- If you will not connect to your audience, you will fail to become a good Radio Jockey.
- So, try and connect with your listeners as you speak not only to one person at a time but billions of them. So talk to whom you are targeting, do not just speak

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 **Essentials For The Radio Jockey**

**29. Speak a lot:** The one who speaks a lot can be a radio Jockey.

- Speaking only is not enough but speaking from within your heart is must.
- Speak in a manner as if you feel someone's pain. Say what your heart says and do what our heart asks to do.

**30. Practicing on daily basis:** "Practice makes man perfect" is an old saying but it is very true.

- Practice a lot about what you learn during your internships and learning period.
- Only repeating what you do will make you learn in a better manner and make you next to the perfect.
- Though lot of hard work is required but indeed it is the truth and no one can deny that.

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 **Essentials For The Radio Jockey**

**31. Time factor:** Remember at what time you started with your program and when will you have to end.

- Keeping these factors are necessary as only timeliness will teach having good control over the programs that are being run.
- If in case any program runs for too long say one hour or two, people will call and abuse for binging on one thing whole day long. So keep time factor in mind and then work accordingly.

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**Essentials For The Radio Jockey**

**32. Knowledge of all the technical instruments used in the radio station:** In a radio station, many instruments like mixers, CD players, headphone, microphone, faders etc. are used by the RJ's to control the voice, pitch, modulation, to add effects, background music or the underlays.

- So in order to control all those side by side, learn about the technical instruments that are used in the studio.

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❖ To be whatever you want to, there is a need of some dedication, hard work and most importantly the interest.

❖ If you will not have interest in a particular field, then you will not be able to give your best to it.

❖ So, to give your best, first you need to perform in the best manner, for doing that you need to indulge in that work and move in depth of that work.

❖ Though it takes time but being an RJ is altogether a fun and one also learns a lot.



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**Skills For The Radio Jockey**

- Soothing and impactful voice
- Voice modulation
- Clear diction
- Accurate pronunciation
- Command over the language and vocabulary
- Flair and fluency in the language
- Control over voice pitch
- Good sense of humour
- Individuality
- Creativity
- Spontaneity
- Knowledge of music and current affairs
- Mimicry



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 **Skills For The Radio Jockey**

- Well spoken in local dialects
- Diplomatic
- Punctual
- Friendly and approachable attitude
- Witty
- Expressive
- Talkative
- Respectful
- Influential
- Confidence
- Vibrancy
- Impactful communicator
- Content writing

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 **Career Options For The Radio Jockey**

- A Radio Jockey's job is a thrilling one.
- He gets to entertain and interact with a very large audience. Although not as popular as television, radio has its own set of followers.
- The success of a show depends entirely on how talented the radio jockey is.
- Being a Radio Jockey is a fun job, where the presenter gets paid and appreciated for his/her style of talking.
- The style of presentation is not easy to have as it depends on several factors such as selecting the right kind of music, script writing the show, the final presentation and the presenter's voice.
- What's essential is that you use the microphone effectively to project your voice.

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 **Career Options For The Radio Jockey**

- Be the voice without a face that reaches out to the masses and keeps them entertained.
- Script is the critical element of the show as it gives focus and structure to the show.
- Many RJ's prefer to make their own scripts for the shows rather than reading out someone else's ideas.
- Be informal to the right degree. Be pleasant but don't end up sounding fake.
- An RJ may have to face situations like innumerable irritating callers and mishaps.
- It is important to keep cool and have the presence of mind to get out of such situations.
- An RJ cannot afford to get stressed out and act nervy

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 **Career Options For The Radio Jockey**

- The most important thing which an RJ has to learn is how to tackle a mistake on air - the best thing to do is admit it to the listener.
- Sometimes, on a live show, callers can get abusive or ask awkward questions. The best way to avoid this is to talk to your caller before you go live.
- The job prospects for a radio jockey entirely depend on the person's expertise.
- The person should be able to gauge the nerve of the audience as the listeners are the ultimate judges of your performance.
- The radio jockey needs to be a multi-faceted person; must be familiar with the language, local dialects and be able to respond spontaneously and creatively to the audience.

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 **Career Options For The Radio Jockey**

- RJ career requires enthusiasm, rationality, creativity of mind, good sense of humour, excellent communication skills & ownership of a live appealing voice.
- Radio Jockeying has become a popular career option for many youngsters.
- It is an exciting, promising and challenging career for those who have a passion for music.
- It is the only profession in which one may be recognized by one's voice.
- This chatter away job has glamour quotient to it; where an RJ gets to talk to or interview the celebrities and at times treated like a celebrity himself.
- To develop confidence and flare one needs to have exposure. This can be cultivated by listening to various other announcers and constant practicing of voice modulation

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 **Job Prospects**

- To be a radio jockey one can audition for the job.
- AIR holds auditions almost every 3 months.
- There are several other radio stations such as Times, FM, Midday and other smaller independent radio stations.
- As the radio jockey gains experience he/she becomes more popular and the audience start recognizing him/her.
- Radio jockeys can also do voiceovers in their spare time. They can also turn to compeering shows and events.
- RJs can do voice-overs for television and radio advertisements.
- They can also lend their voice to audio magazines and documentaries.
- RJs also can anchor or compeer TV shows or live shows or events.

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**Job Prospects**

❖ The job profile for a radio jockey consists of the various types of jockeys. They are as follows:

- FM/AM radio jockeys
- Public radio station jockeys
- Play music or talk or both
- Interaction with a audience
- Only talk for the entire time period of the show
- Discuss different social and political issues
- Jockey has to be either a former athlete, a television anchor or sportswriter
- Talk Radio Jockeys
- Interaction with audience
- Sports talk Radio Jockeys
- Discuss sports news

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**Activity**

**Name Some Famous Personalities in RJ**



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**Unit 3- Chapter 3**

**News Reader  
Production and Techniques**

- Introduction
- News Reading Presentation Techniques

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 **News Presentation And Style**

- A newsreader has an important role to play.
- A well edited bulletin can be marred by bad news reading.
- At the same time, a poorly edited bulletin can be lifted up b a good newsreader.
- Effective news presentation involves a blend of clear communication, unbiased delivery, and the ability to convey information with professionalism.
- This set of notes will outline the essential presentation techniques for news readers in the context of radio broadcasting

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 **News Presentation Techniques**

- 1. Speed:** Attention must be paid to the speed of reading;
  - It should not exceed 100 to 120 words a minute
  - A newsreader can definitely be a guide to young listeners on correct pronunciation.
  - A good voice, diction and pace of reading, giving pauses at the right points, make it worthwhile for anyone to tune in and listen to the news.
- 2. Creibility:** Credibility of a newsreader is most important.
  - A newsreader must be a good journalist. Good journalist means that he has got ample knowledge of what he is reading out to the listeners.
  - It must appear from his tone whatever he is reading out, he must know its' worth as well otherwise he has ample chances to commit mistake.

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 **News Presentation Techniques**

- 3. Insight knowledge:** A newsreader must have an insight of national and international issues.
  - He must know the correct names of presidents of important countries, prime ministers, capital names, currencies, etc.
  - He must also know the names and respective departments of federal and provincial ministers, secretaries and other important government officials.
- 4. Language:** We talk about language in terms of grammar, pronunciation and accent.
  - As far as grammar is concerned, a RJ must be well versed in the rules and principals of the language he is reading news in.
  - Some important areas regarding grammar to be concentrated by a newscaster are: Tenses; Nouns; Verbs; Adjectives; Structures; Use of conditionals; Causatives.

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**News Presentation Techniques**

**5. Pronunciation:** Whatever the language is if the pronunciation of the speaker is bad it gives bad impression and sometimes it changes the meaning of the word as well.

- A good and professional RJ is always curious about the pronunciation of any new word that comes to his knowledge.
- To be accurate regarding a professional newscaster knows the art of looking up dictionary for which the knowledge of Phonetics, Vowel Sounds, Consonant Sounds, Syllables, and Stresses- Primary, Secondary, & Tertiary stresses, is a must.

**6. Accent:** Accent is not necessary to be followed but pronunciation is something that must not be compromised.

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**News Presentation Techniques**

**7. Unbiased:** A professional newscaster is the one who is unbiased at least when he/she is reading out news bulletin.

- He must be able to hide his feelings of hatred or liking for any one whose news he is reading out.

**8. Punctual:** Rain or storm, a newscaster is in form.

- What may come in the way, a newscaster has to reach the studio at least 30 minutes before the bulletin starts so that he may go through the script well in advance.

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**News Presentation Techniques**

**9. Voice:** As far as the voice quality of a newscaster is concerned, it must be good but not necessarily exceptionally good, comfortable, confident, clear, healthy, lively and Microphone friendly.

- Announcer - actually speaks to the audience.

**10. Conversational Style:** It may be that you are broadcasting to millions of people, but you must write your story as if you are telling it to just one person.

- You should write as if someone you know personally is listening.
- Your style must be conversational and as far as possible simple.
- Write and speak as if you were talking to them as individuals, face-toface.

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 **News Presentation Techniques**

**11. Understandable straight away:** Remember also that, unlike a newspaper story, your listeners or viewers cannot go back on the bulletin to hear again something they have missed.

- Nor can their eyes jump around within a story or a page searching for the information they want.
- In broadcasting the words and sentences are heard once only, one after the other.
- This is often called a linear flow of information because it goes in a line in one direction

**12. Concise and Logical Presentation:** You must help your listeners and viewers by presenting information concisely and logically.

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 **News Presentation Techniques**

**13. KISS (Keep it Short and Simple):** You should not try to get too much information into any sentence.

- Although you use the inverted pyramid style of story writing, you may only be able to use one or two concepts (ideas) per sentence.
- You cannot get as much detail into a radio or television story as you can into a newspaper story.
- Stick to one or two key points per sentence.
- No sentence should be longer than 20 words, except in unusual circumstances.
- Give them one piece of information at a time so that it can be digested before the next piece.
- Whenever necessary split a long and involved sentence into two or more shorter and clearer sentences.

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 **News Presentation Techniques**

**14. Read aloud before On-Air:** Always read bulletin through fully before going to air.

- Use this opportunity to time each item, writing the time in the bottom right hand corner.
- Eventually you will be able to look at a piece of copy and estimate within a second how long it will take to read.

**15. Keep additional news stories while on-air:** Always take more copy than you need into the studio, just in case you have misjudged your timing or you have problems with a piece of audio which does not play.

- The extra copy may be a story which you would not normally consider important enough for the bulletin, but which will provide a useful reserve in emergencies.

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**News Presentation Techniques**

**16. Keep eye on studio clock:** Keep glancing at the studio clock as you read the bulletin so that you can make adjustments, adding or taking away stories.

- Always be ready to use that extra story in an emergency.
- In some cases, when your bulletin comes before a current affairs segment, you will not need to run full details of some stories in the news.
- You can say something like: "We will have full details of this story in our current affairs program after this bulletin."

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**Unit 3- Chapter 4**

**Guidelines, Code & Ethics for Presentation**

- Introduction
- Guidelines, Code & Ethics for Presentation

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**Guidelines, Code & Ethics For Presentation**

**All India Radio General Broadcasting Code or Programme Code**

The General Broadcasting Code which is otherwise called the Programme Code for both AIR and Doordarshan (Prasar Bharati Broadcasting Corporation of India).

- Criticism of friendly countries.
- Attack on religions or communities.
- Anything obscene or defamatory.
- Anything amounting to contempt of court.
- Criticism by name of any person.
- Aspersions against the integrity of the President and Judiciary.
- Anything affecting the integrity of the nation.
- Incitement to violence or anything against maintenance of law and order.

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 **Guidelines, Code & Ethics For Presentation**

**Ethical Conduct for Radio Stations**

Ethical Conduct of Radio Stations to Ensure Individual/Institutional Rights and Privacy (National Public Radio Guidelines)

- Plagiarism is an unpardonable offence. When other people's work is broadcast, due credit has to be given to the producer or the authority concerned.
- No material from another source should ever be included substantially without attribution. Also when a person gives new information, it is the role of the broadcaster to confirm it at least from two reliable sources and then air the information.
- Any story that goes on air has to be completely balanced and should contain views of both parties.

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 **Guidelines, Code & Ethics For Presentation**

- No story shall favour a particular caste, religion, political party, etc. It is the duty of the broadcaster to properly get the views of both parties and present them on air.
- The programme is not expected to give a solution to every problem, its primary duty is to present them forward for the society to find its own solutions.
- Proper permission has to be obtained for conducting events or using a public place like a school, park, etc. for recording a special programme.
- Every person's individual sentiment has to be respected. Suppose a person is not ready to speak on a particular topic, it is better to avoid it.

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 **Guidelines, Code & Ethics For Presentation**

**Community Radio Ethics**

- A Community Radio Station must primarily broadcast in the language and dialect which majority of the community speak and understand.
- While describing a person or group, it is best to avoid labels like caste, sect that might sound offensive.
- Speak in a manner that can be easily followed on radio and be careful not to speak too quickly.
- Keep technical terms to a minimum.
- Achieve maximum participation of every section of the community living within the target area

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 **Guidelines, Code & Ethics For Presentation**

**Codes For Commercial Advertising**

- Advertising shall be designed as to confirm to the laws of the country and should not offend against morality, decency and religious susceptibilities of the people.
- No advertisement shall be permitted which:
  - Derides any race, caste, color, creed and nationality.
  - Is against any of the directive principles or any other provision of the Constitution of India.
  - Tends to incite people to crime, cause disorder or violence or breach of law or glorifies violence or obscenity in any way.
  - Presents criminality as desirable.
  - Adversely affects friendly relations with foreign States.

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 **Guidelines, Code & Ethics For Presentation**

- No advertisements message shall in any way be presented as News.
- No advertisements shall be permitted, where objects are wholly or mainly of a religious or political nature, advertisement must not be directed towards any religious or political end or have relation to any industrial dispute.
- Advertisements for services concerned with the following shall not be accepted:
  - Money lenders.
  - Chit funds.
  - Saving schemes and lotteries other than those conducted by Central
  - State Government organizations, nationalized or recognized banks and public sector undertakings
  - Matrimonial agencies.

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**Guidelines, Code & Ethics For Presentation**

- Tobacco products including 'Pan Masala' and liquors are not permitted.
- The goods and services advertised should be in consonance with the laws of the country enacted to protect the rights of the consumers.
- The commercial should never project a derogatory image of women and should not endanger the safety of children.



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**Guidelines, Code & Ethics for Presentation**

- **Professionalism and Ethics:** Highlight the ethical responsibilities of voice presenters in various media contexts. Discuss the importance of unbiased reporting, avoiding misinformation, and adhering to industry codes of conduct.
- **Cultural Sensitivity:** Emphasize the need for cultural sensitivity when presenting to diverse audiences. Address potential pitfalls and provide guidance on avoiding offensive content or inadvertently alienating certain groups.
- **Social Responsibility:** Discuss the impact of voice presentation on society and the potential to influence opinions and behaviors. Encourage presenters to consider their role in promoting positive values and contributing to informed discourse.

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**Guidelines, Code & Ethics for Presentation**

**1. Accuracy and Verification:**

- **Verify Sources:** Prioritize accuracy by verifying information from multiple reliable sources before broadcasting. Avoid sharing unverified or speculative content.
- **Correction of Errors:** If errors occur, promptly correct them on-air, acknowledging the mistake to uphold transparency and credibility.

**2. Balance and Fairness:**

- **Diverse Perspectives:** Present news stories from multiple viewpoints to provide a balanced representation of the issue. Avoid presenting only one side of a story.
- **Avoid Bias:** Steer clear of personal biases, opinions, or agendas that could influence news presentation. Maintain impartiality and focus on presenting facts.

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**Guidelines, Code & Ethics for Presentation**

**3. Sensitivity and Respect:**

- **Sensitive Content:** Approach sensitive topics with care and consideration. Avoid gratuitous details that could cause distress to listeners.
- **Respect Privacy:** Respect individuals' privacy by refraining from disclosing unnecessary personal information, especially in cases involving tragedy or distress.

**4. Ethical Reporting on Sensitive Issues:**

- **Privacy and Consent:** Seek consent from individuals before airing their personal stories or interviews, especially if the content involves private or emotional matters.
- **Victim and Witness Treatment:** Treat victims and witnesses with sensitivity and avoid re-traumatizing them through inappropriate or invasive questioning.

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**Guidelines, Code & Ethics for Presentation**

**5. Transparency and Disclosure:**

- **Sponsorship and Advertisement:** Clearly distinguish between news content and paid advertisements or sponsored content. Avoid misleading or blurring the lines between the two.
- **Conflicts of Interest:** Disclose any potential conflicts of interest that could influence news coverage. Maintain transparency to preserve credibility.

**6. Avoiding Plagiarism:**

- **Original Content:** Ensure that the news content presented is original or properly attributed to the source. Avoid copying or paraphrasing without proper credit.



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### Guidelines, Code & Ethics for Presentation

**7. Responsible Use of Technology:**

- **Social Media Content:** When using social media as a news source, verify the authenticity of the content before sharing it on-air. Misinformation can spread quickly.
- **Deepfakes and Manipulation:** Exercise caution when using audio or video content, as deepfakes and manipulated media can deceive listeners.

**8. Fact-Based Reporting:**

- **Opinion vs. Fact:** Distinguish between news reporting and opinion pieces. Clearly label opinion segments to prevent confusion between factual reporting and commentary.

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